



# Navy and Marine Corps Public Health Center "Quick Hits"

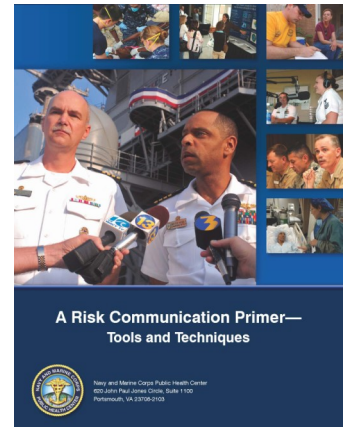


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## A Risk Communication Primer—Tools and Techniques

**What** we say, and **how** we say it, can have a profound impact on people's perceptions and opinions, and can result in negative impacts if we don't choose our words carefully. Taking the time to develop an effective risk communication strategy helps ensure that people get the information they need, when they need it, and in a format they can easily understand.

The updated [Risk Communication Primer](#) assists Navy and Marine Corps personnel to clearly and effectively communicate on a daily basis with any stakeholder on any issue that could potentially affect our operations and our mission. The primer is a reference guide and executive summary of proven risk communication tools and techniques. It provides a consistent framework for explaining environmental, health or safety risks to our many stakeholders. Successful application of these basic principles will help to increase stakeholder knowledge and understanding, build and maintain trust and credibility, resolve conflict, and ensure the long-term success of our individual and organizational goals.



### Risk Communication Primer Content Features...

- What is Risk Communication and Why is it Important?
- Policy, Laws & Regulations.
- Building an Effective Risk Communication Strategy by...
  - Identify and Prioritize Stakeholders
  - Develop Messages
  - Select Delivery Methods
  - Prepare Messengers
  - Assess Effectiveness
- Navy Risk Communication Training Resources
- Cultural Considerations in Risk Communication
- The 3 Arenas of Risk Communication (Perceptions, Agendas, & Emotions)
- Examples of Communication Channels
- A Guide to Writing an Effective Executive Summary
- Navy Command Social Media Handbook
- Navy and Marine Corps Public Health Center Guide To Public Meetings
- Templates for Responding to Difficult Questions
- Perception of Risk
- Communicating with Stakeholders about the Risk Assessment Process
- 103 Most Frequently Asked Questions at Environmental Cleanup and Hazardous Waste Sites
- Examples of Bridging Statements
- Additional Risk Communication References



### POC, Links and Web Resources...

- NMCPHC Homepage: <http://www.nmcphe.med.navy.mil/>
- NMCPHC Risk Communication: [http://www.nmcphe.med.navy.mil/Environmental\\_Health/riskcom\\_materials.aspx](http://www.nmcphe.med.navy.mil/Environmental_Health/riskcom_materials.aspx)
- DHCC Risk Communication: [http://www.pdhealth.mil/clinicians/risk\\_comm.asp](http://www.pdhealth.mil/clinicians/risk_comm.asp)